NOC

Brand Identity Guideline

Summary

01.Logo

02.Usage

03.Banner

01.

Logo

Logo
Composition

Priority shall be given to the N0C logo on a white background.
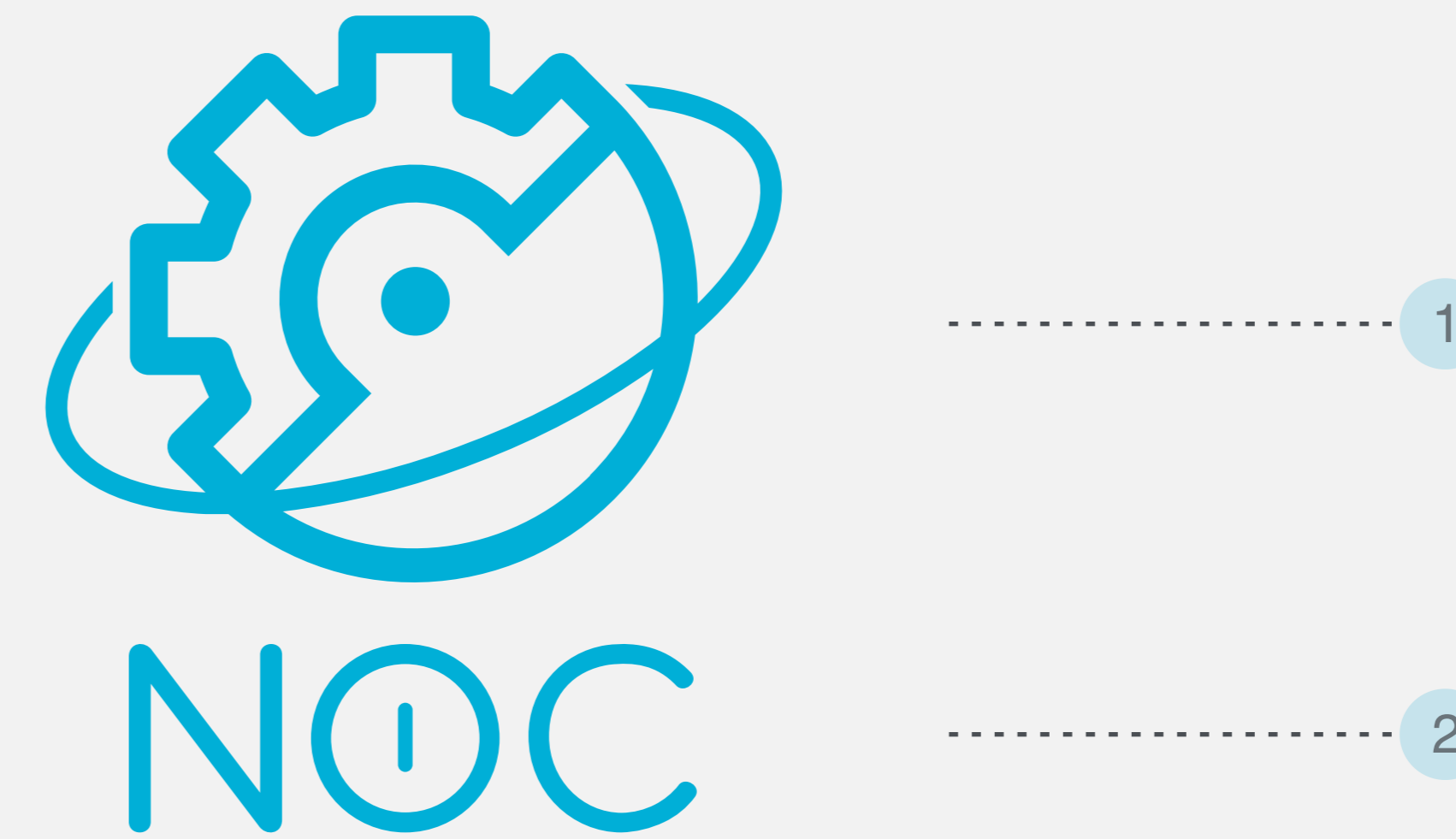The logo has two forms: vertical and horizontal.
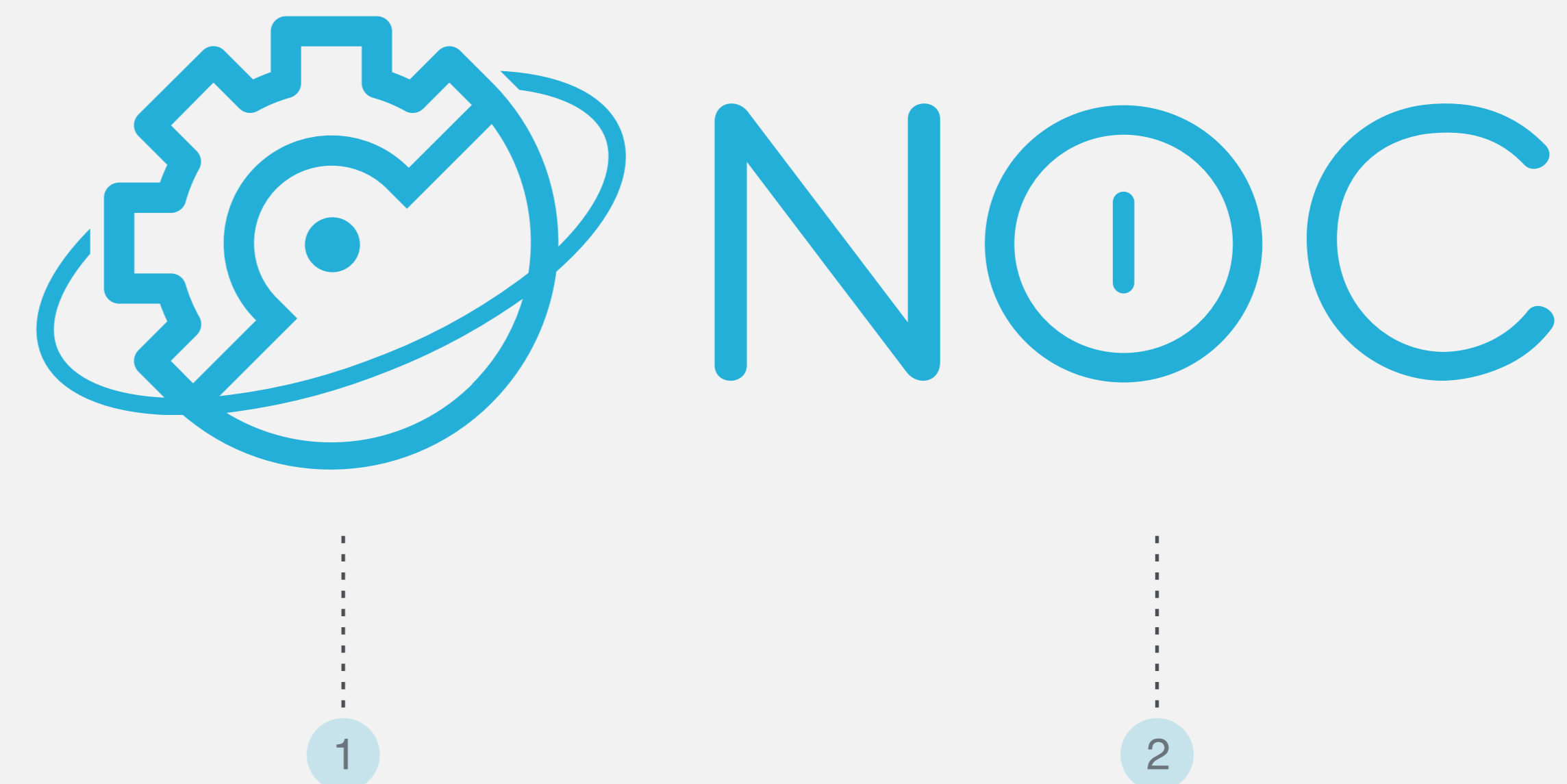
The logo is made of two elements:
– the icon;
– the wordmark, which is composed of the capital letter N, the number 0 and the capital letter C.

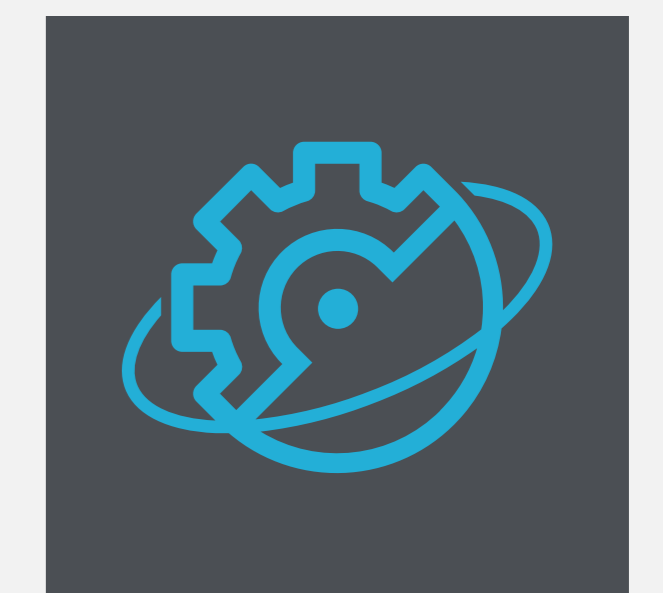|	
1	The blue icon
2	The wordmark

Vertical form

1

2

Horizontal form

1
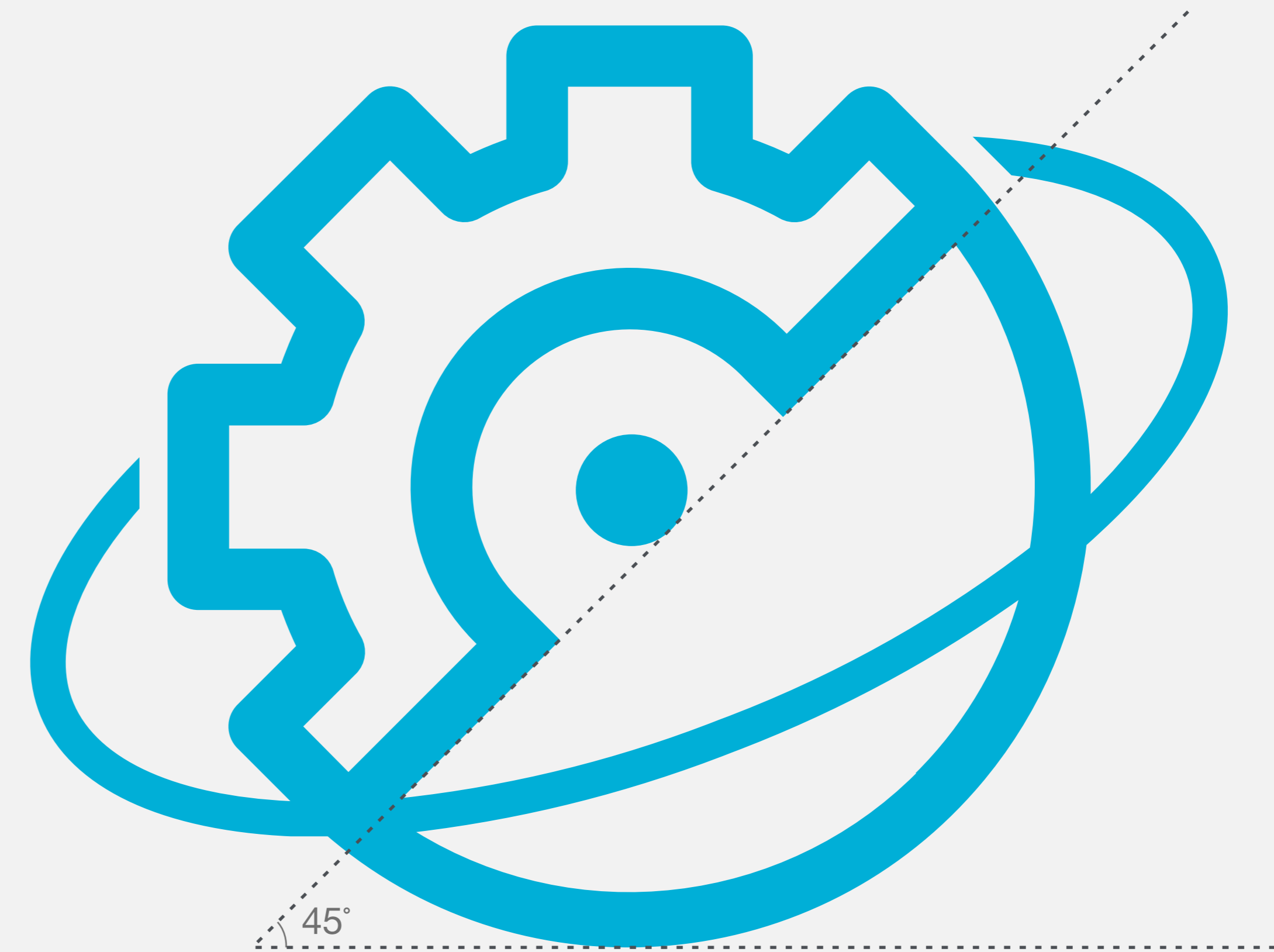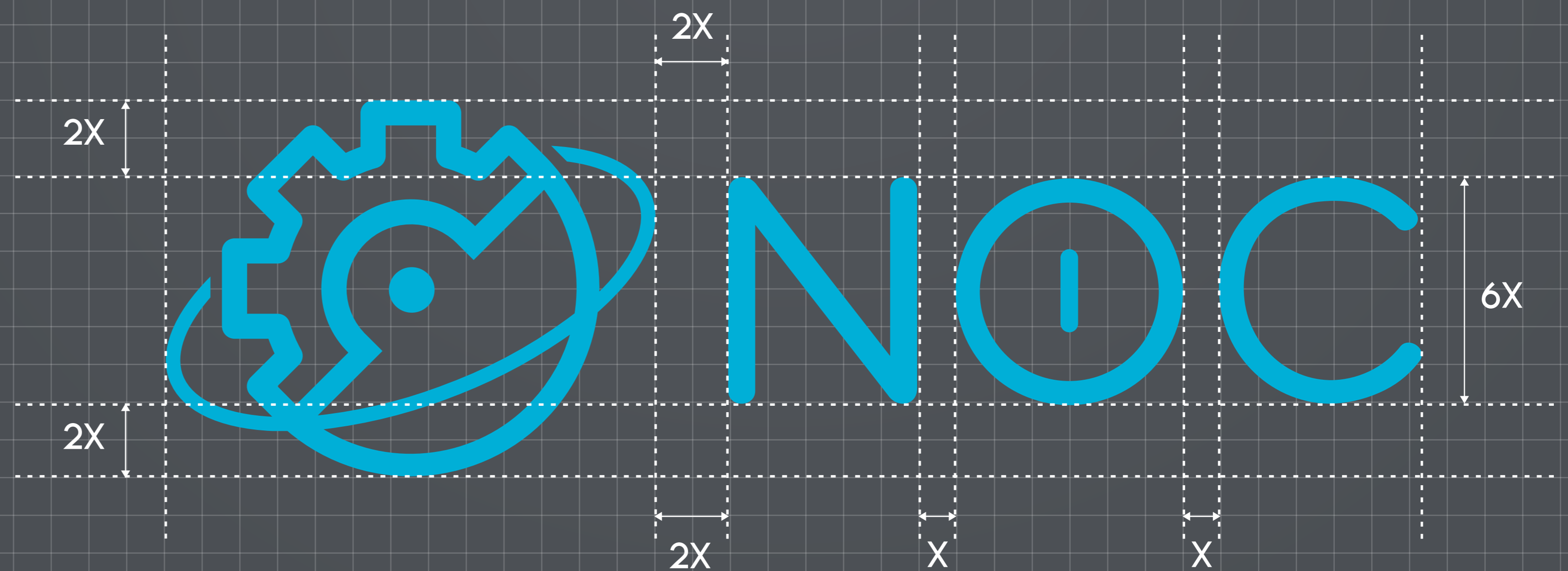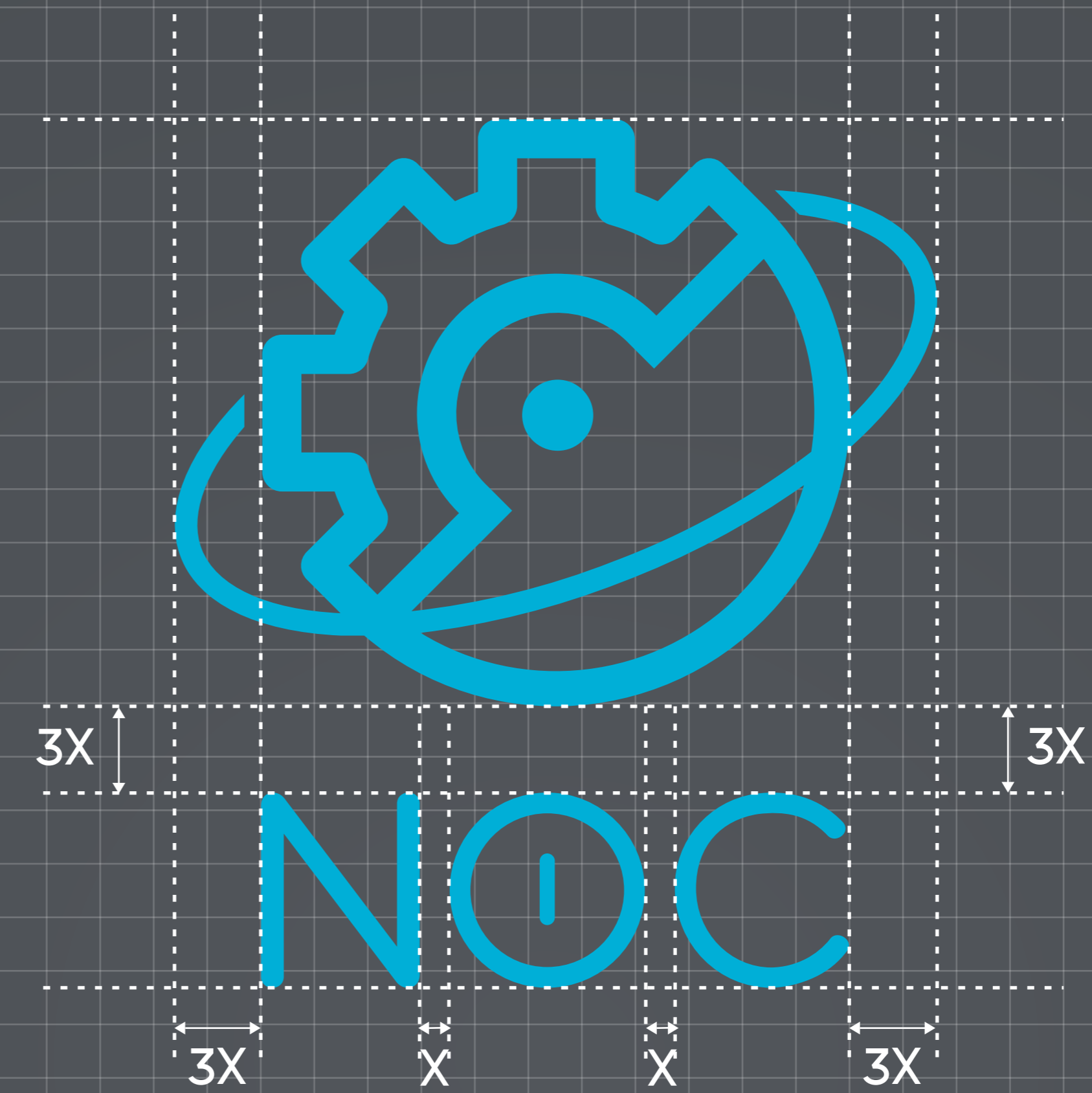
2

Icon

The N0C icon can be used separately (without the wordmark).

Construction Grid

The construction of the two forms of the N0C logo and their proportions are shown on the grid.

Exclusion
Zone

No graphical or typographical elements that could reduce legibility or impact shall enter the specific clearance zone around the N0C logo.

Breathing spaces are constructed around the logo using half of the height of the icon (marked as X in the diagram).
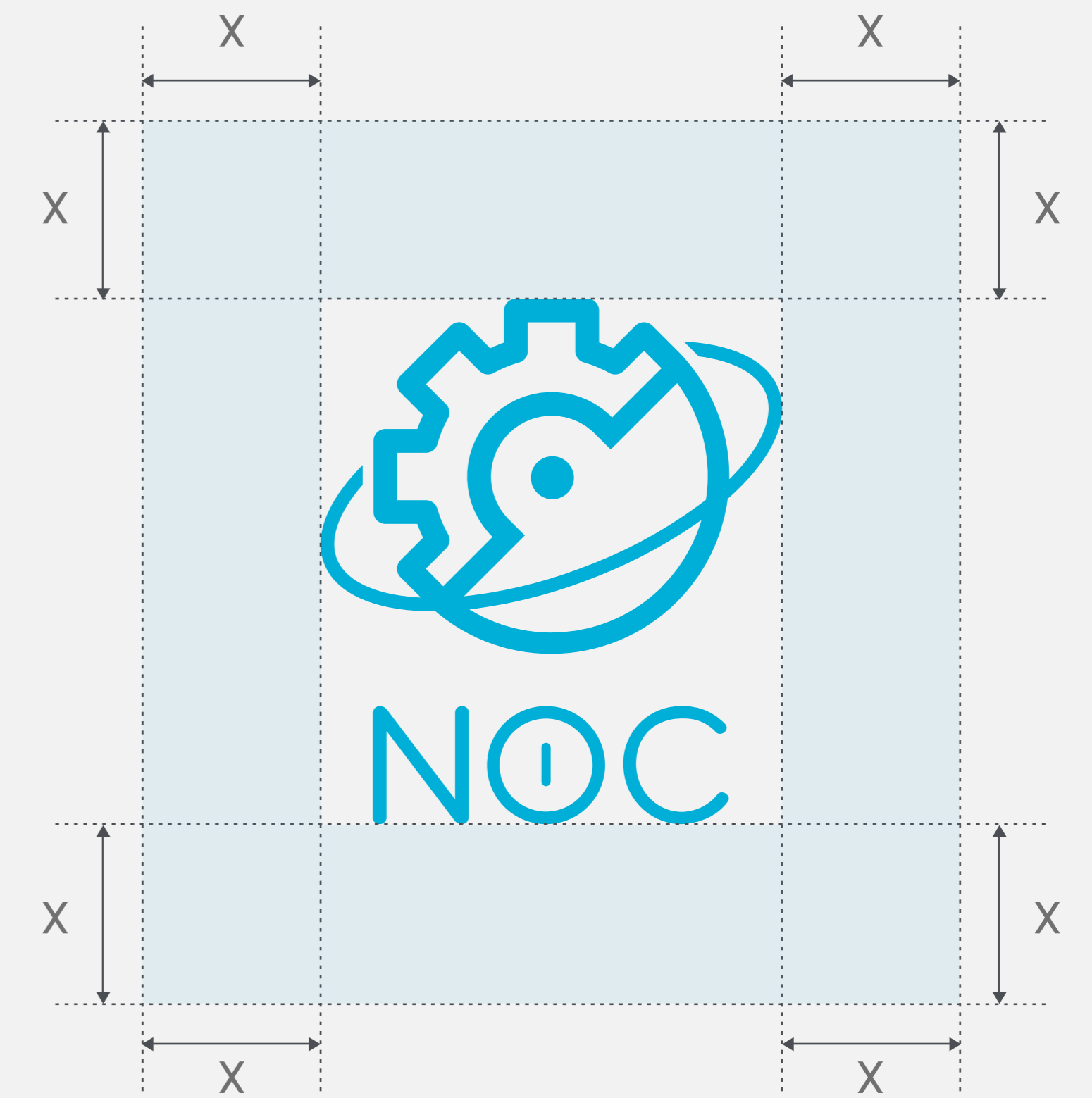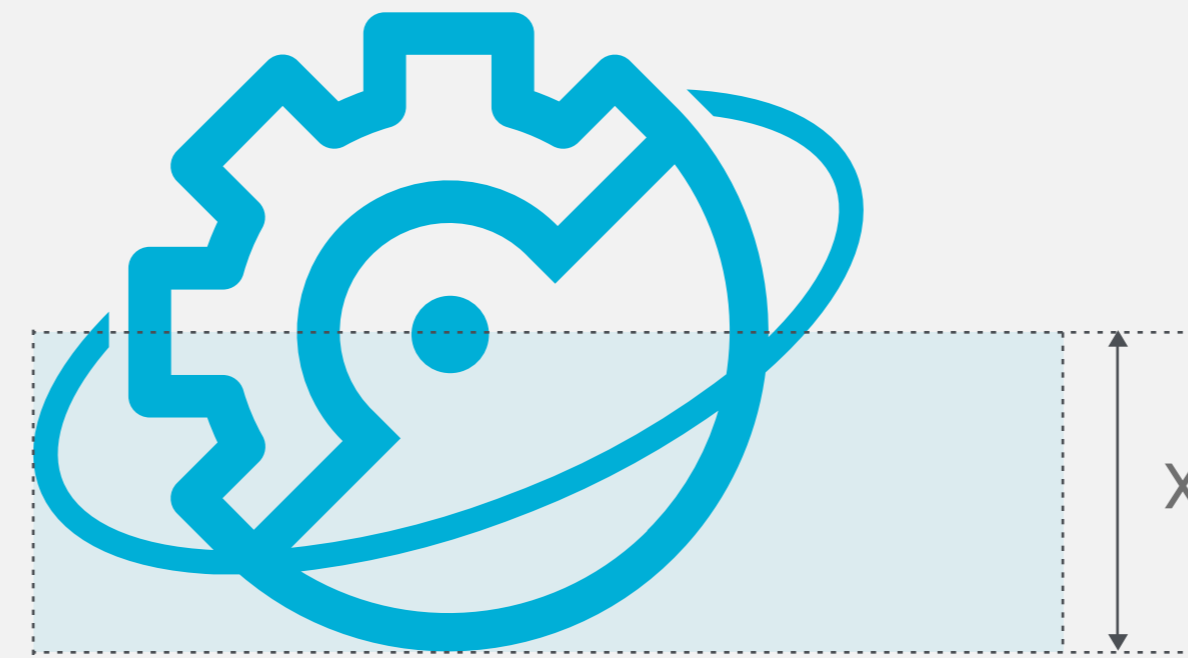
Minimum Usage Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

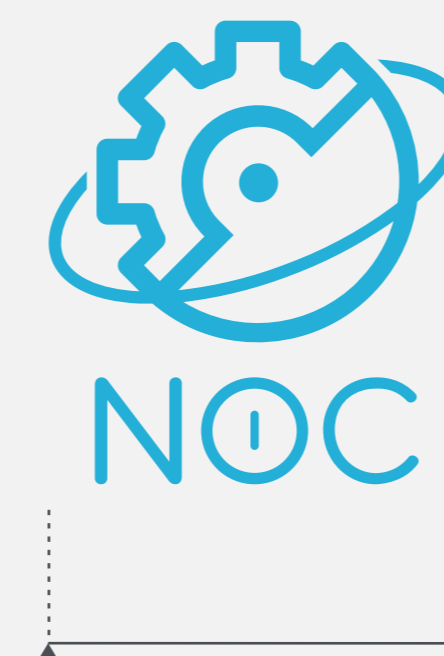The horizontal logo shall never be smaller than 20mm in print or 70px in digital.

The vertical logo and icon shall never be smaller than 6mm in print or 21px in digital.
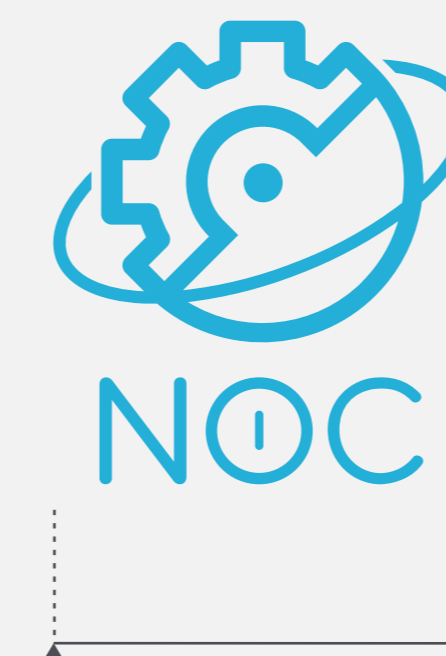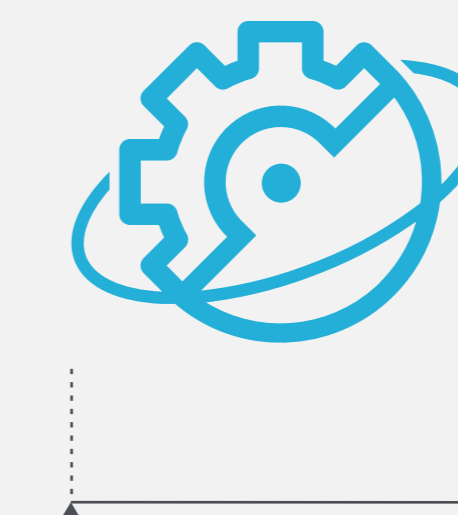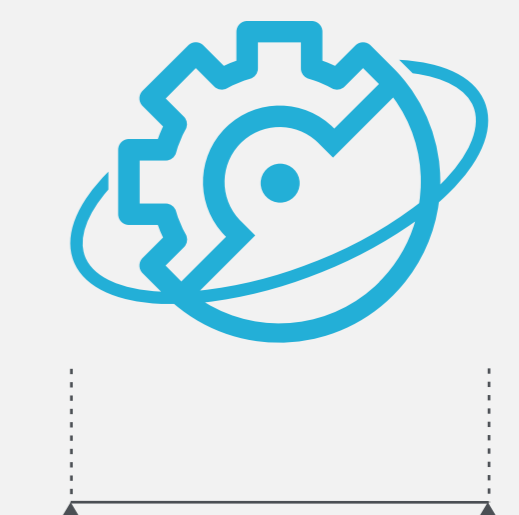
Print
20mm / 0.8in

Digital
70px

Print
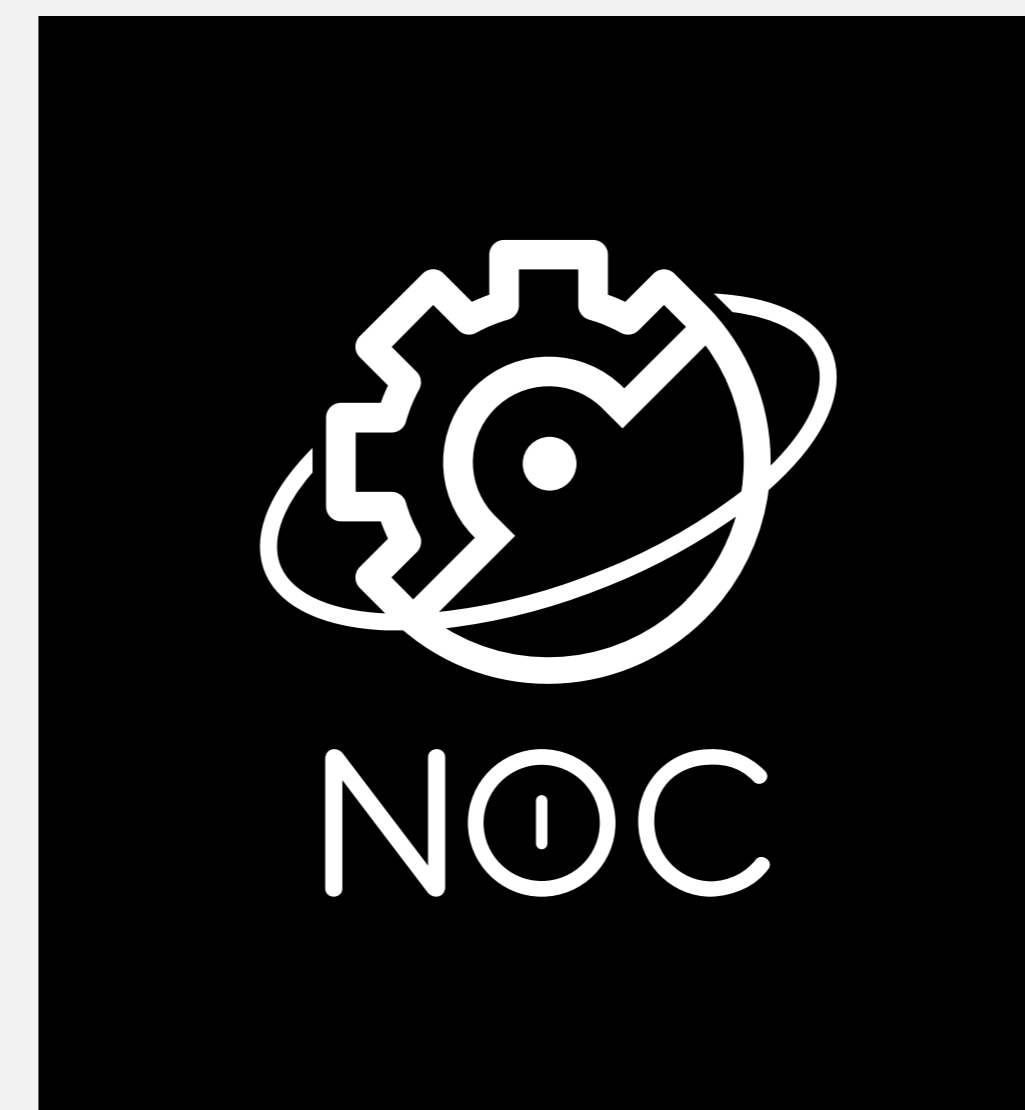6mm / 0.24in

Digital
21px

Print
6mm / 0.24in

Digital
21px

Black Monochrome

Some special machines do not support colours (laser printers, etc.). In addition, when N0C is making partnerships with other companies, they can ask for a monochrome logo.

In such situations, black monochrome icon on a white background and a white icon on a black background can be used.
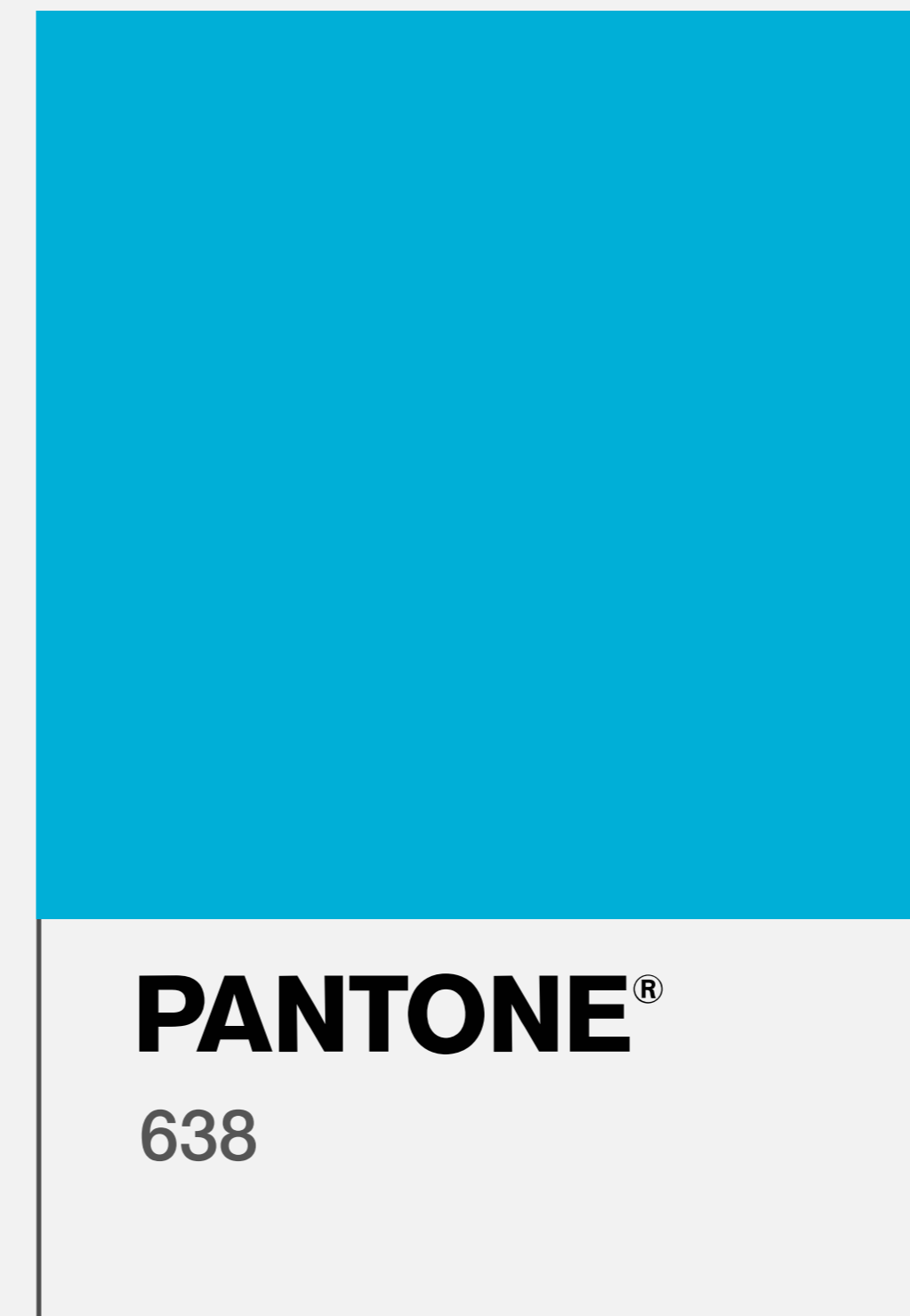

Black monochrome and white contrast version

Black monochrome and white contrast version

Primary
Colours

The primary colours of the logo are
blue and grey.

PANTONE®

638

PANTONE®

7540

Hex: #2DAAD0

Hex: #4B4F54
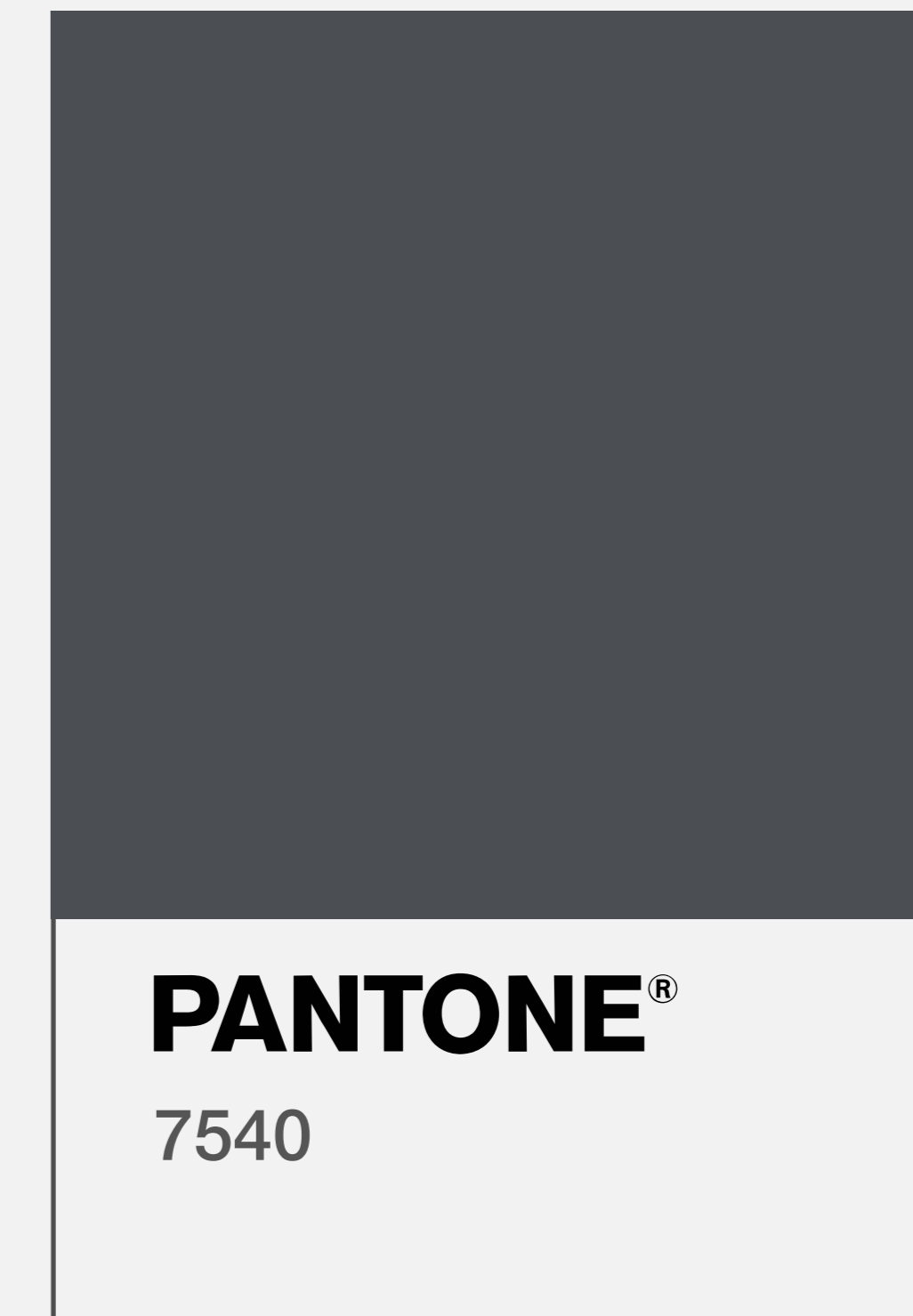
R: 0	C: 77	R: 75	C: 67
G: 175	M: 0	G: 79	M: 54
B: 215	Y: 3	B: 84	Y: 46
	K: 0		K: 40

Primary
Colours

The illustration on the right provides in percentage the alpha channels to use for each primary colour.

Hex: #2DAAD0
Alpha: 100%

Hex: #4B4F54
Alpha: 100%

Hex: #2DAAD0
Alpha: 75%
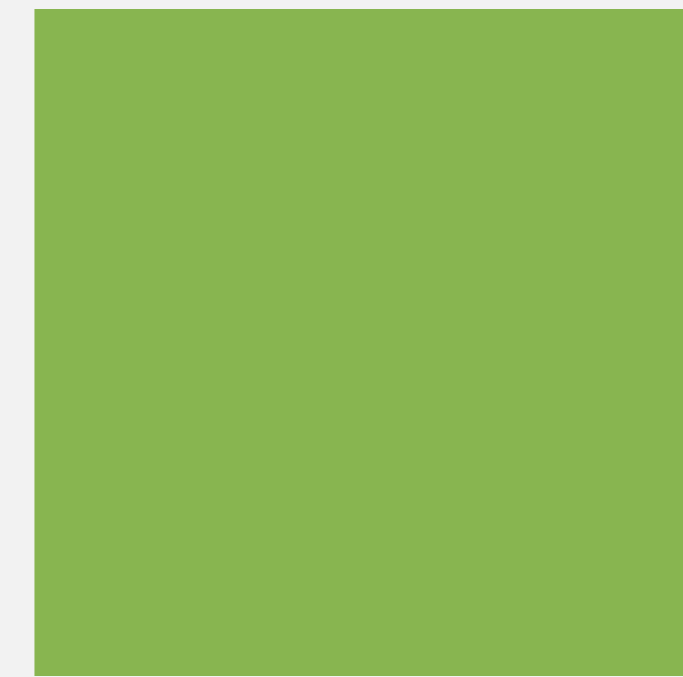
Hex: #4B4F54
Alpha: 75%

Hex: #2DAAD0
Alpha: 50%

Hex: #4B4F54
Alpha: 50%

Hex: #2DAAD0
Alpha: 25%

Hex: #4B4F54
Alpha: 25%

Secondary Colours

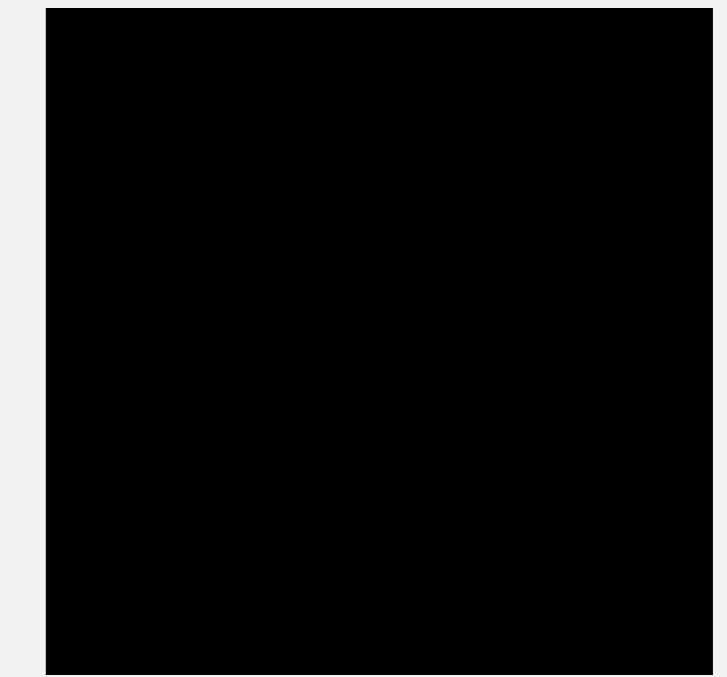These colours can be used for the N0C user interface.
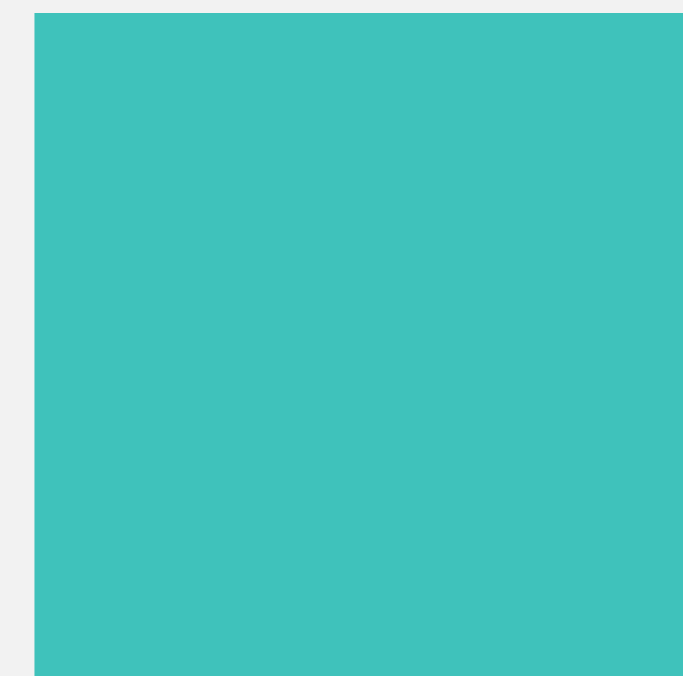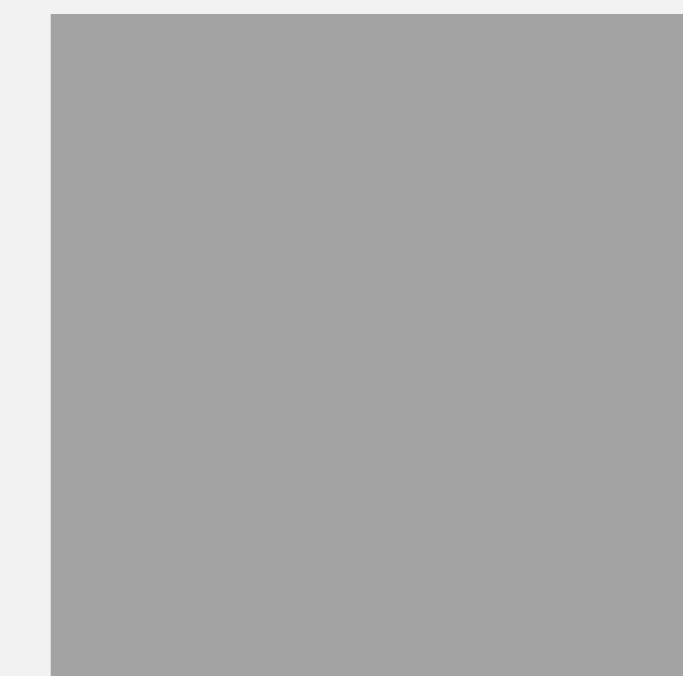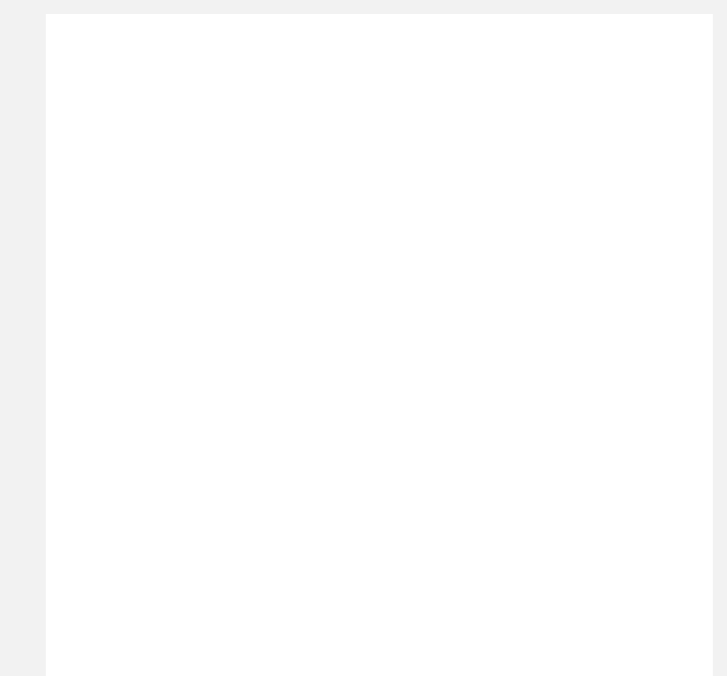
Hex: #88B550

Hex: #F4BB38

Hex: #ED5E60

Hex: #000000

Hex: #3FC2BB

Hex: #1A84C0

Hex: #A3A3A3

Hex: #FFFFFF

Background Colour Use

⚠ Reminder: Priority shall be given to the N0C logo on a white background.

Two different uses are permitted for the background:
-the white N0C logo shall be used on the primary blue colour background;
-the blue N0C logo shall be used on the primary grey background.

Typography

If Lato font cannot be used, try commonly available default in this order:

-Default sans-serif;
-Helvetica Neue;
-Helvetica;
-Arial.

Lato

Light	**Bold**
Light Italic	***Bold Italic***
Regular	**Black**
Italic	***Black Italic***

AÀÂBCÇDEÉÈÊËF
GHIÎÏJKLMNOÔPQ
RSTUÙÛVWXYZŒ
aàâbcçdeéèêëfghiîïj
klmnoôpqrstuùûvwx
yzœ
1234567890
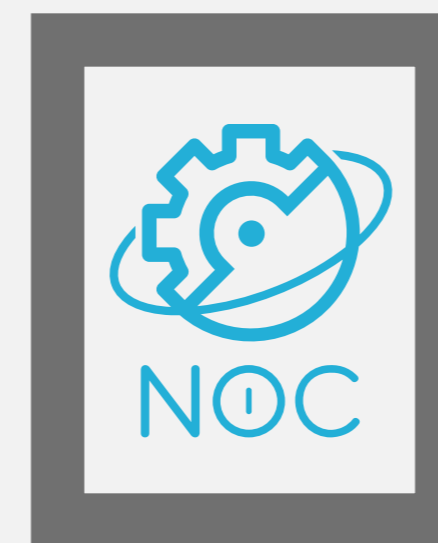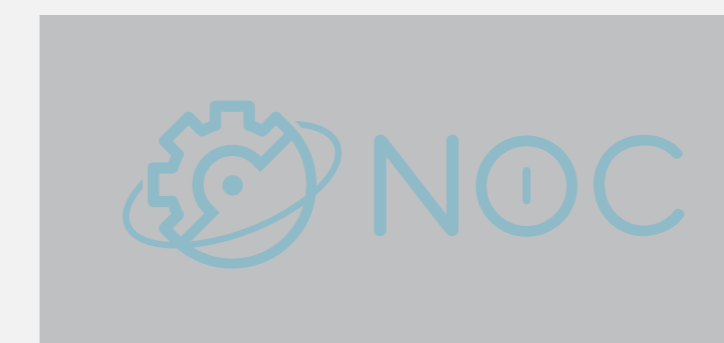.,;:=+-_$*#&/
(!)@#""<?>%

02. Usage

Logo
Misuse

1. Do not place the grey icon on the blue background.

2. Do not change the composition of the logo.

3. Do not change the shape of the logo.

4. Do not change the colour of any of the elements.

5. Do not place the logo in a box.

6. Do not use wordmark without the icon.

7. Do not rotate the logo.

8. Do not apply a gradient to the background of the logo.

9. Do not outline or create a outline around the logo.

10. Do not lower the opacity of the logo.

11. Do not change the typeface of the wordmark.

12. Do not put the logo over a photo without a background colour.

Logo Use
Over a Picture

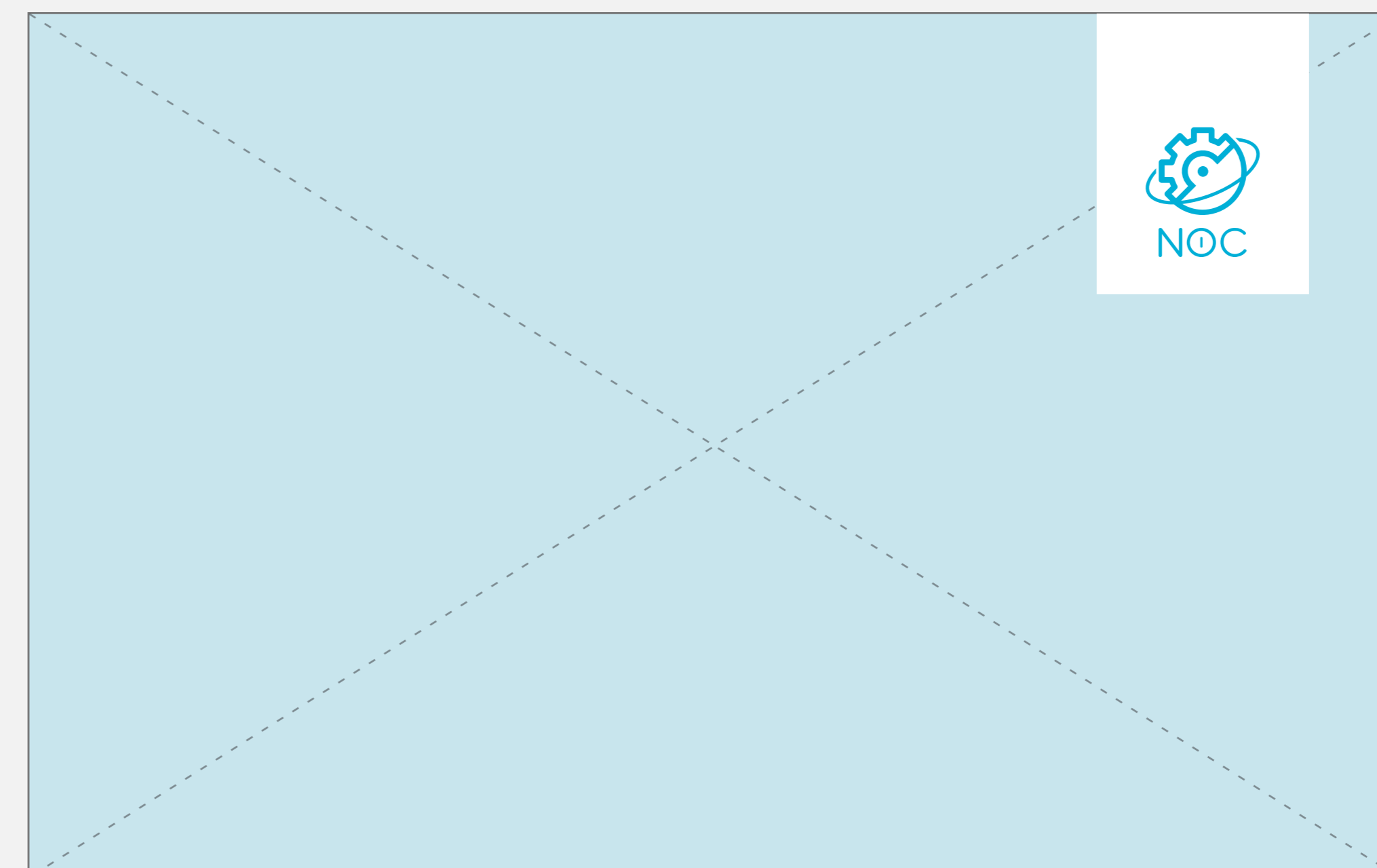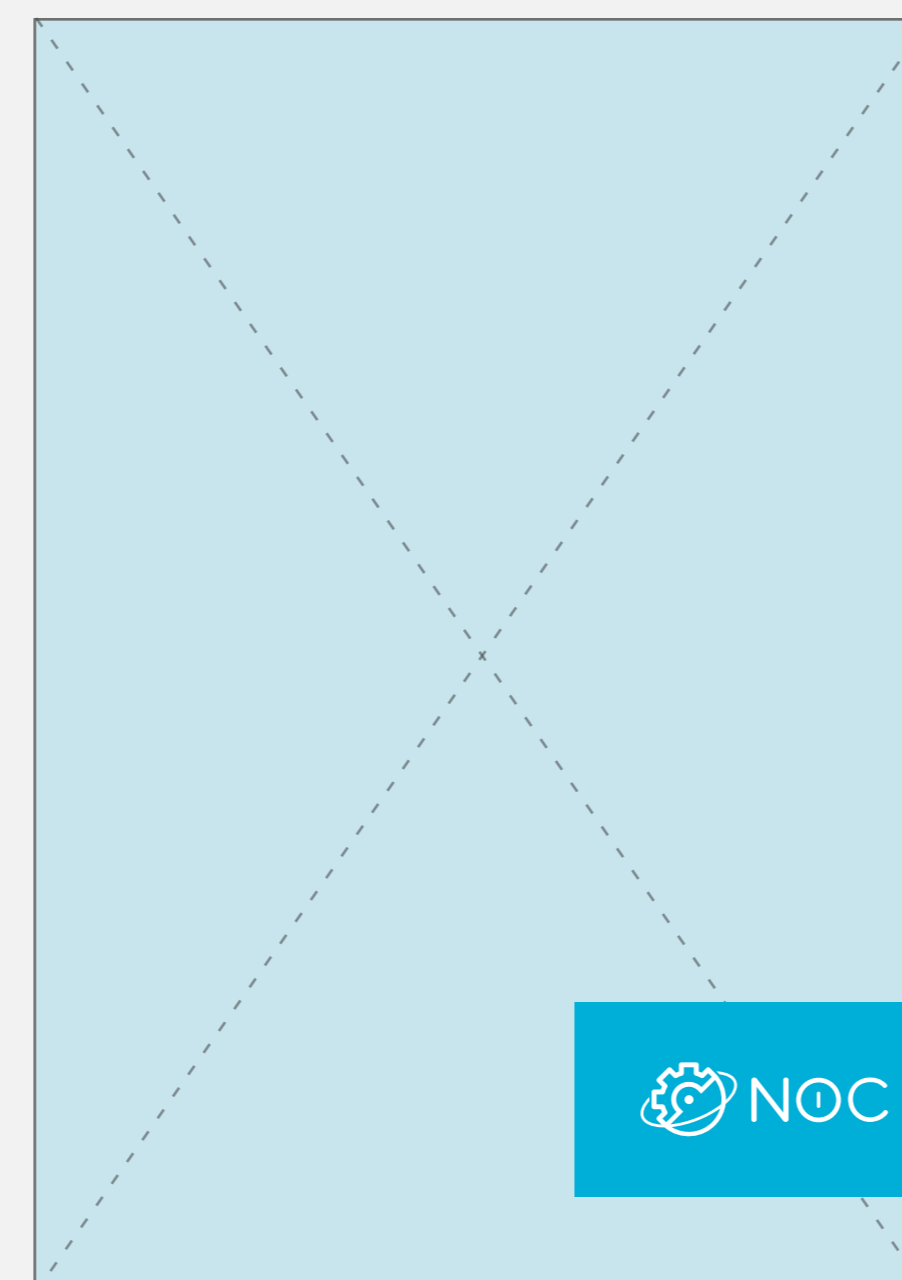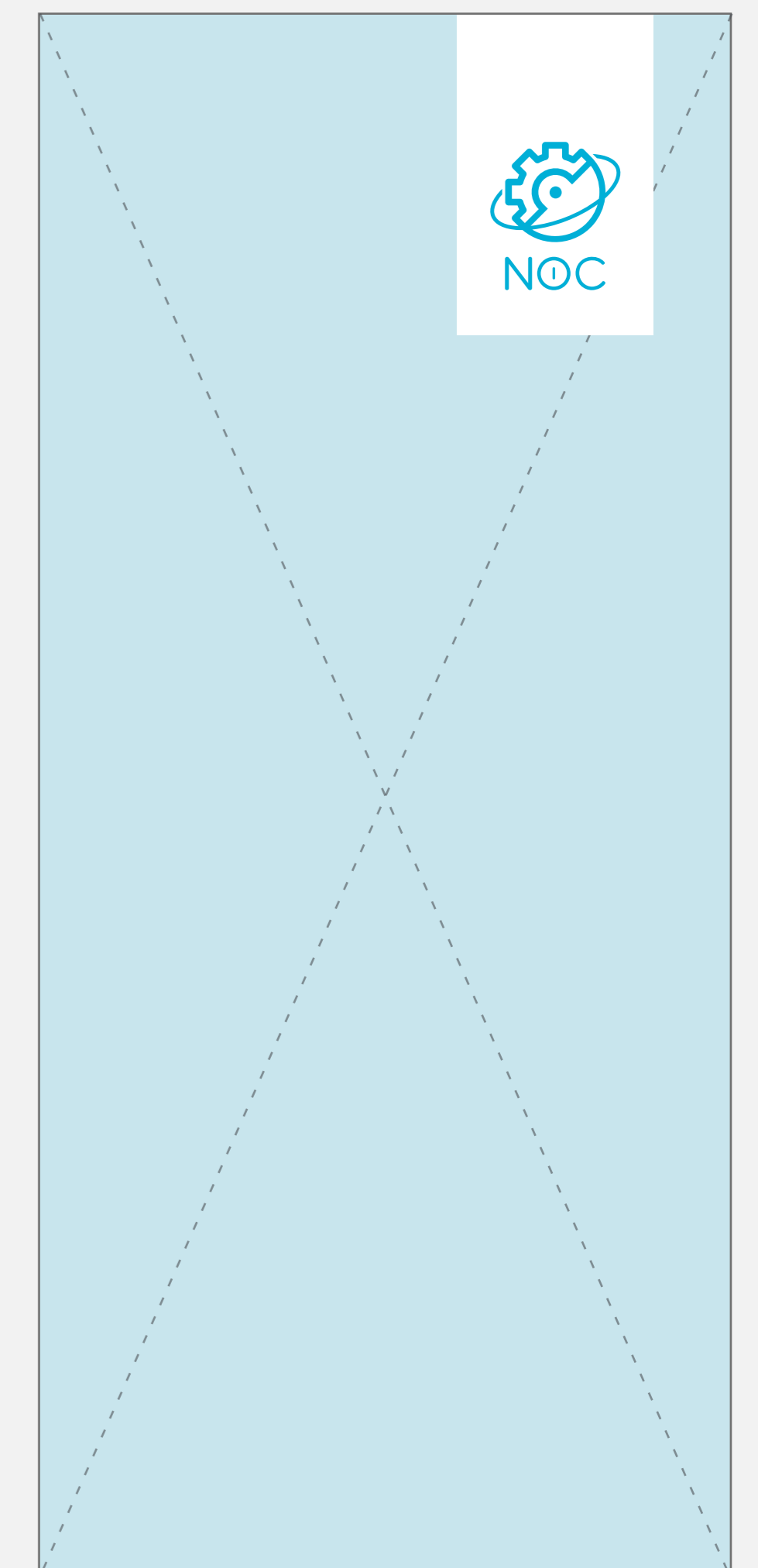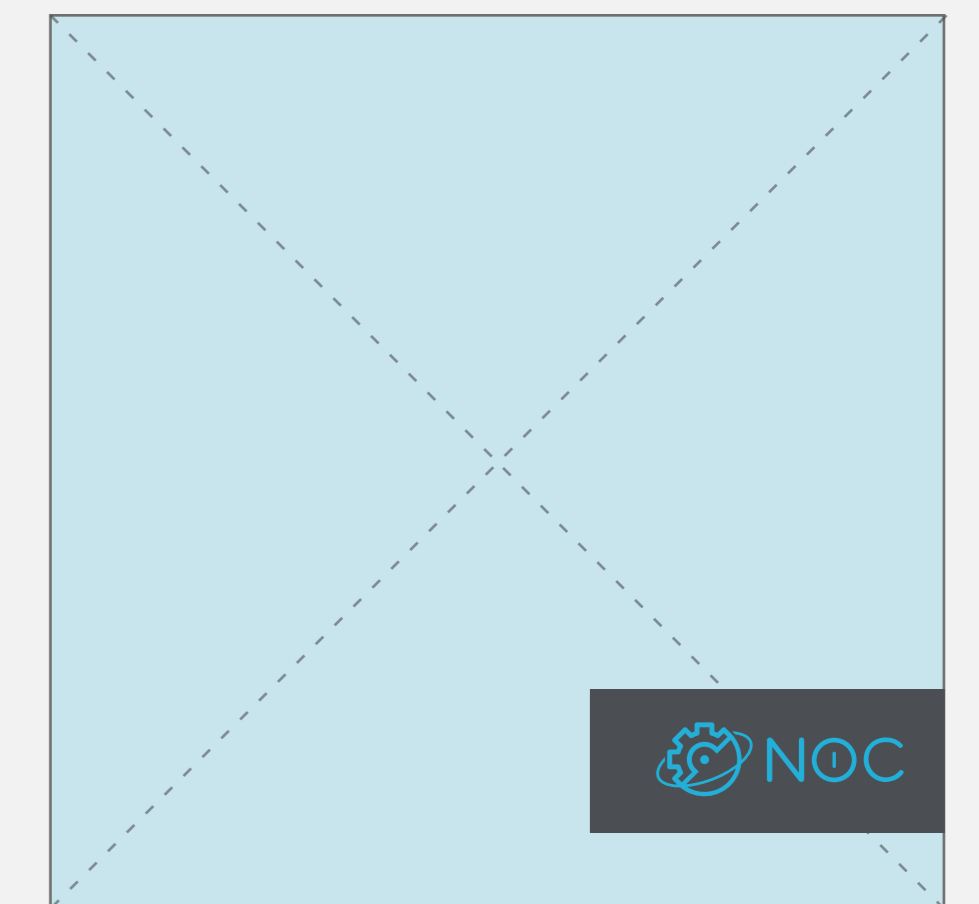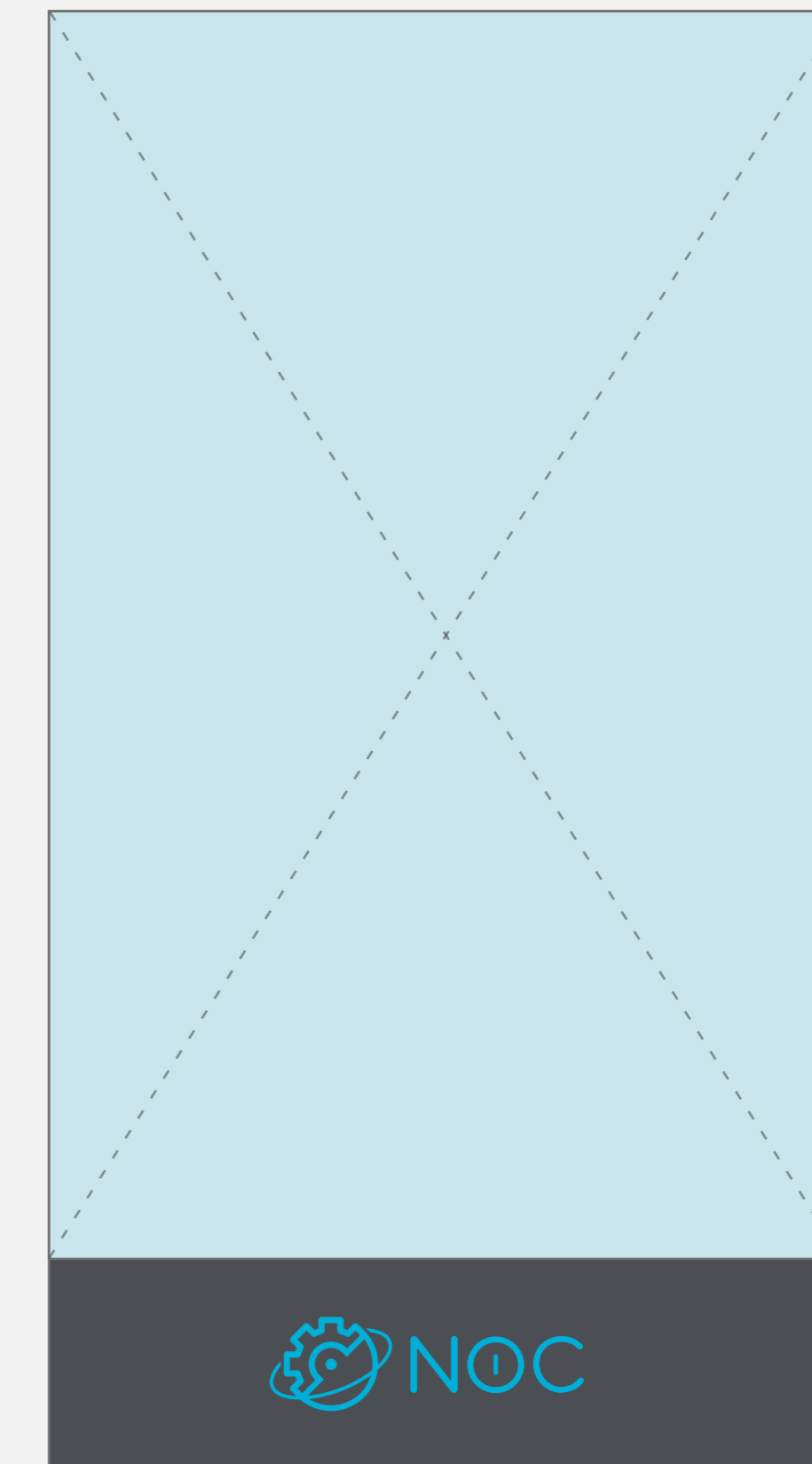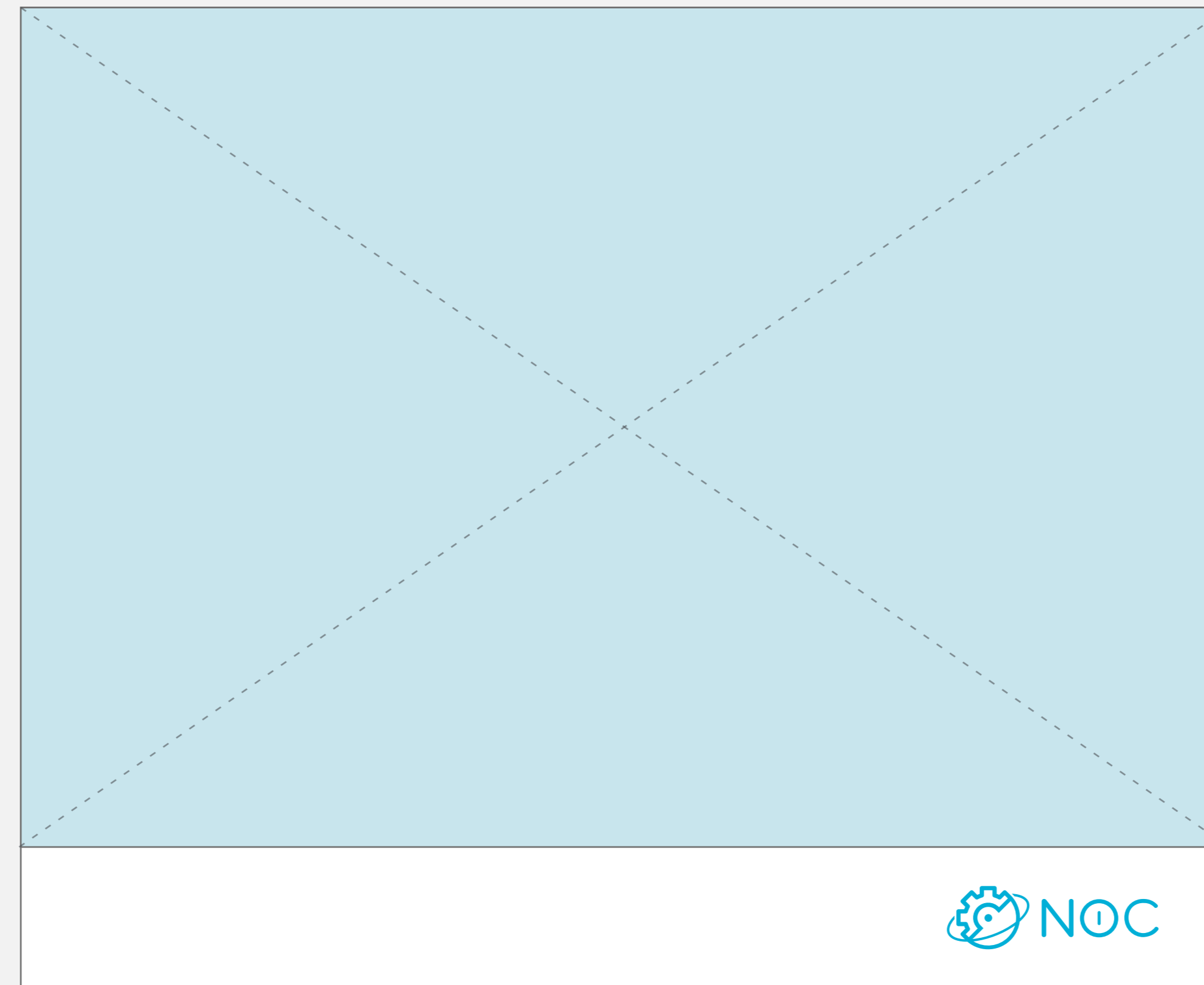A logo over a picture shall always have a background colour.

03. Banners

Banners

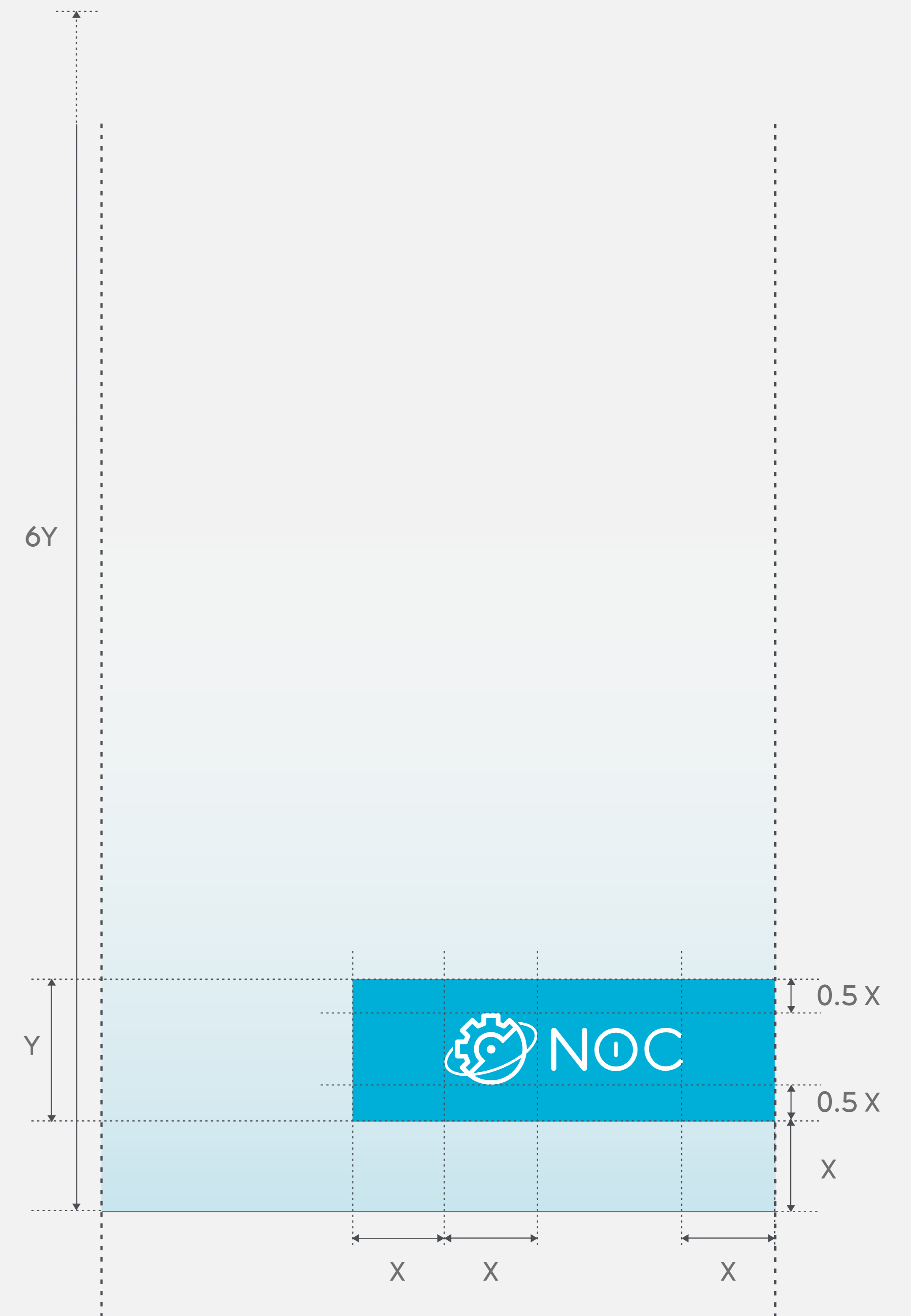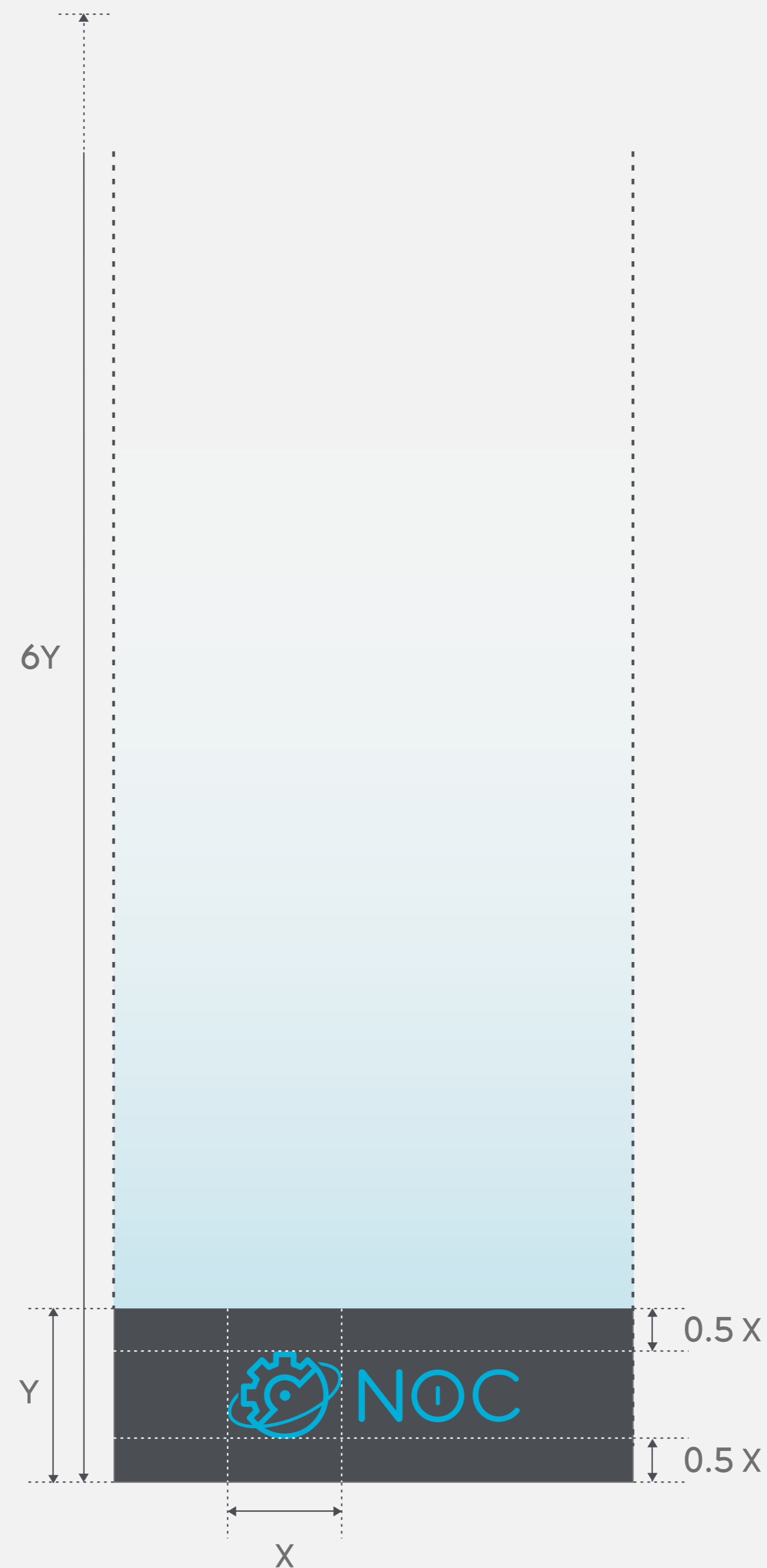The logo can be put on horizontal and vertical banners.

Vertical
Banners

The logo can be put on the bottom or on the top of a vertical banner.

Breathing spaces are constructed around the logo using half of the height of the icon (marked as X in the diagrams for the vertical banners).

The components of the banner must conform to the proportions shown.

6Y

6Y

0.5 X

0.5 X

Y

Y

0.5 X

0.5 X

X

X

X

X

X

X

Horizontal Banners

The logo can be put on the bottom right corner and on the top right corner of a horizontal banner.

Breathing spaces are constructed around the logo using half of the height of the icon (marked as X in the diagrams for the horizontal banners).

The components of the banner must conform to the proportions shown.